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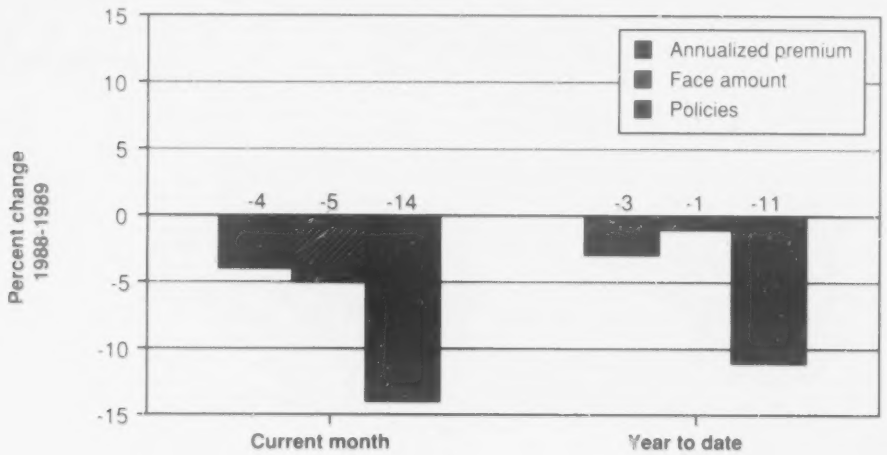
I/R Code 47.40
March 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Individual Sales

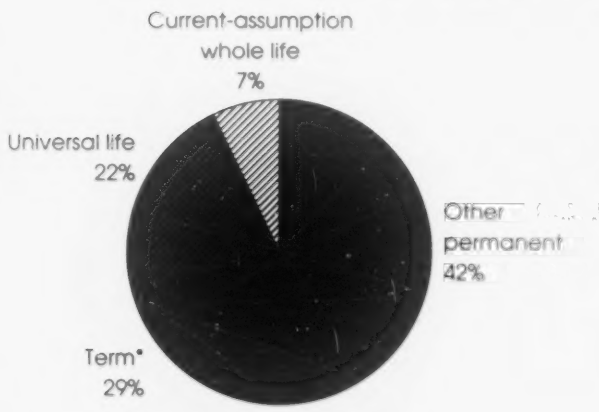
37 Companies



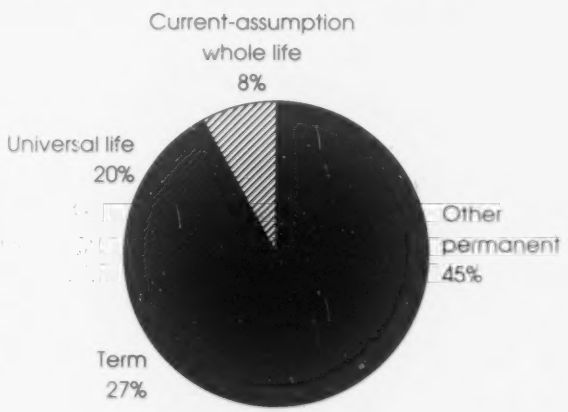
Annualized Premium Market Share by Product

26 Companies Representing 77 Percent of March Sales

Note: The pie charts now show market share for the current month and prior 12 months.



Current Month



Prior 12 Months
(March 1988 - February 1989)

*For the 16 companies that sell the product and supply data. "permanent term" ("term to 100") makes up 14 percent of total March 1989 sales

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Sales Comparisons with Last Year

Ratio 1989/1988

		Annualized premiums	Face amount	Number of policies
Term (24 cos.)	Month	109%	103%	102%
	Year to date	113%	111%	107%
Universal life (20 cos.)	Month	104%	103%	93%
	Year to date	107%	108%	101%
Current-assumption whole life (12 cos.)	Month	82%	75%	78%
	Year to date	76%	70%	74%
All other permanent (23 cos.)	Month	76%	72%	72%
	Year to date	82%	76%	74%

Policy Characteristics by Product

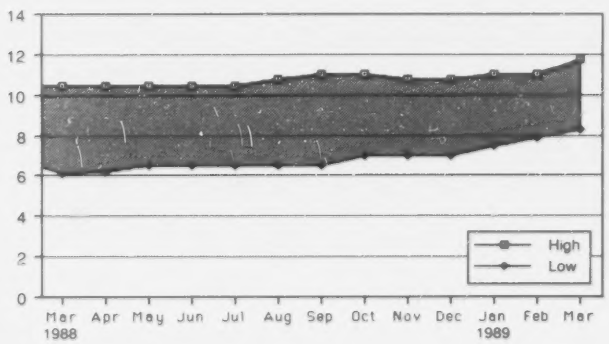
		Premium per $1,000	Average size policy	Premium per policy
Term (24 cos.)	Month	$ 3.59	$ 151,969	$ 545
	Year to date	$ 3.51	$ 153,958	$ 540
	Year-to-date ratio	102%	103%	105%
Universal life (20 cos.)	Month	$ 9.50	$ 92,221	$ 876
	Year to date	$ 9.34	$ 90,701	$ 847
	Year-to-date ratio	99%	108%	106%
Current-assumption whole life (12 cos.)	Month	$ 7.28	$ 40,374	$ 294
	Year to date	$ 7.36	$ 40,794	$ 300
	Year-to-date ratio	109%	95%	103%
All other permanent (23 cos.)	Month	$ 10.67	$ 51,155	$ 546
	Year to date	$ 11.02	$ 51,745	$ 570
	Year-to-date ratio	108%	102%	110%

Universal Life

Interest Rates This Month

Median	10.0%
Range	8.2% - 11.8%
Range of middle 50%	9.5% - 10.8%
Number of companies reporting	15
Number of plans reported	35
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	20
Increases	14
Average increase	0.6%
Decreases	1
Average decrease	0.5%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium
Year to Date

Percent change 1988 - 1989	Number of companies... Group I	Group II	Group III	All
21% or over	1	0	4	5
11% – 20%	2	1	0	3
1% – 10%	2	2	1	5
-9% – 0	3	3	2	8
-19% – -10%	1	4	3	8
-20% or under	1	4	3	8

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 36,056	$ 35,212	98%	$ 5,292,485	$ 5,228,395	99%	64,982	59,799	92%
February	44,398	43,105	97	6,478,676	6,635,104	102	84,482	75,322	89
March	49,816	47,631	96	7,354,328	6,992,658	95	93,311	80,291	86
April	43,084			6,467,890			82,193		
May	45,740			6,981,893			88,788		
June	51,352			7,657,396			92,670		
July	42,647			6,162,113			72,537		
August	38,775			5,722,121			68,299		
September	47,088			6,888,591			88,661		
October	47,926			7,081,362			88,918		
November	52,589			7,746,743			93,214		
December	55,298			8,036,262			86,332		
Year total	$554,769			$81,869,860			1,004,387		
Year to date	$130,270	$125,948	97%	$19,125,489	$18,856,157	99%	242,775	215,412	89%

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 6.81	$ 6.73	99%	$ 81,445	$ 87,433	107%	$ 555	$ 589	106%
February	6.85	6.50	95	76,687	88,090	115	526	572	109
March	6.77	6.81	101	78,815	87,091	110	534	593	111
April	6.66			78,691			524		
May	6.55			78,636			515		
June	6.71			82,631			554		
July	6.92			84,951			588		
August	6.78			83,780			568		
September	6.84			77,696			531		
October	6.77			79,639			539		
November	6.79			83,107			564		
December	6.88			93,086			641		
Year total	$ 6.78			$ 81,512			$ 552		
Year to date	$ 6.81	$ 6.68	98%	$ 78,779	$ 87,535	111%	$ 537	$ 585	109%

March Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1988	1989	1988	1989	1988	1989
Group I	Month	$ 28,400	$ 28,014	$ 3,738,623	$ 3,773,890	53,420	47,911
	Year to date	$ 73,207	$ 73,911	$ 9,703,558	$ 10,155,656	140,866	129,077
Group II	Month	$ 16,689	$ 14,545	$ 2,745,504	$ 2,342,405	29,622	23,022
	Year to date	$ 44,327	$ 38,993	$ 7,154,580	$ 6,461,570	75,381	63,473
Group III	Month	$ 4,727	$ 5,072	$ 870,201	$ 876,363	10,269	9,358
	Year to date	$ 12,736	$ 13,044	$ 2,267,351	$ 2,238,931	26,538	22,862

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 37 companies plus four subsidiary companies operating in Canada. The contributors represent 81 percent of the 1987 Canadian ordinary volume sold and 84 percent of first-year premiums written. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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—Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)
Prudential of America†
Sun Life of Canada†

Group II
Ætna Life of Canada†
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
Maritime Life (Canada)†
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Royal Life (Canada)†
La Sauvegarde†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart

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March 1989

SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Notes on the March Survey

The product pie chart has been revised to exclude one company. To facilitate 1989/1988 comparisons, we have recomputed product allocations by month for the revised group, incorporating any company corrections. This supplement also shows enhancement policy and permanent term (term to 100) data for companies able to report data separately. Enhancements are included in the "all other permanent" category and permanent term is included in the "term" category in the report. Sales of these two products will be published separately on a quarterly basis.

Monthly Product Allocations

(Based on 26 Companies)

	Universal life		Current-assumption whole life		Term		All other permanent	
	1988	1989	1988	1989	1988	1989	1988	1989
January	17 %	22 %	9 %	6 %	24 %	29 %	50 %	43 %
February	18	20	9	7	23	29	50	44
March	19	22	8	7	23	29	50	42
April	18		8		27		47	
May	19		9		26		46	
June	20		8		25		47	
July	18		7		27		48	
August	22		9		29		40	
September	19		9		26		46	
October	21		9		26		44	
November	22		8		28		42	
December	20		8		31		41	
Year total	20 %		8 %		26 %		46 %	
Year to date	18 %	21 %	8 %	7 %	24 %	29 %	50 %	43 %

Quarterly Sales of Enhancements and Permanent Term

Enhancement Sales for 8 Companies

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	89/88	1988	1989	89/88	1988	1989	89/88
First quarter	$ 14,656	$ 13,004	89 %	$ 2,008,066	$ 1,796,440	89 %	25,355	22,212	88 %
Second quarter	16,650			2,260,338			29,243		
Third quarter	15,138			1,965,518			23,629		
Fourth quarter	14,770			1,940,261			23,814		
Year total	$ 61,214			$ 8,174,183			102,041		

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	89/88	1988	1989	89/88	1988	1989	89/88
First quarter	$ 7.30	$ 7.24	99 %	$ 79,198	$ 80,877	102 %	$ 578	$ 585	101 %
Second quarter	7.37			77,295			569		
Third quarter	7.70			83,182			641		
Fourth quarter	7.61			81,476			620		
Year total	$ 7.49			$ 80,107			$ 600		

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Permanent Term Sales for 20 Companies

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	89/88	1988	1989	89/88	1988	1989	89/88
First quarter	$ 6,166	$ 8,680	141 %	$ 1,013,948	$ 1,429,635	141 %	11,180	15,737	141 %
Second quarter	8,066			1,293,570			14,085		
Third quarter	8,829			1,325,785			14,197		
Fourth quarter	10,378			1,597,605			16,428		
Year total	$ 33,439			$ 5,230,908			55,890		

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	89/88	1988	1989	89/88	1988	1989	89/88
First quarter	$ 6.08	$ 6.07	100 %	$ 90,693	$ 90,845	100 %	$ 552	$ 552	100 %
Second quarter	6.24			91,840			573		
Third quarter	6.66			93,385			622		
Fourth quarter	6.50			97,249			632		
Year total	$ 6.39			$ 93,593			$ 598		

Enhancements as a Percent of Total Sales for 8 Companies

Annualized premium		Face amount		Number of policies	
Total 1988	Jan - Mar 1989	Total 1988	Jan - Mar 1989	Total 1988	Jan - Mar 1989
30%	29%	29%	28%	25%	26%

Permanent Term as a Percent of Total Sales for 20 Companies

Annualized premium		Face amount		Number of policies	
Total 1988	Jan - Mar 1989	Total 1988	Jan - Mar 1989	Total 1988	Jan - Mar 1989
13%	15%	12%	14%	11%	14%

Contributing Companies

Assurance-Vie Desjardins*
COLONIA Life*
Commercial Union Life of Canada*
Equitable Life of Canada*†
Financial Life of Canada*
Great-West Life*†
Industrial-Alliance Life*†
La Laurentienne*†
Laurier Life*
London Life†
Manufacturers Life*†
Maritime Life (Canada)*
Metropolitan Life*
(includes Metropolitan Life of Canada)
New York Life*
(includes New York Life of Canada)
North American Life (Canada)*
Prudential of England†
(includes Prudential Life of England)
Royal Life (Canada)*
La Sauvegarde*
Seaboard Life*
Sun Life of Canada†
Transamerica Occidental Life*
(includes Transamerica Life of Canada)
L'Union-Vie*
Zurich Life of Canada*

† Company provides enhancement data
* Company provides permanent term data